

DOWNTOWN REVITALIZATION INITIATIVE – LIREDC

Due on Friday, May 20, 2016 to LIREDC@esd.ny.gov

BASIC INFORMATION

Municipality Name: Town of Oyster Bay

Downtown Name: Hicksville

County: Nassau

Downtown Description - Provide an overview of the downtown and summarize the rationale behind nominating this downtown for a Downtown Revitalization Initiative (DRI) award):

The Hamlet of Hicksville is a transit-rich and diverse community in central Nassau County. Located at the confluence of two branch lines, its LIRR station is the busiest in Nassau County, averaging 22,000 commuter trips/weekday in 2014. The Hicksville downtown has strong physical suitability for revitalization and redevelopment as evidenced by high LIRR ridership, intensity of existing commercial land uses, infill-ready parcels, converging arterial roadways and ample sewer and utility infrastructure. Hicksville is poised to capitalize on the strong TOD market and potential LIRR Third Track improvements through the implementation of a strategic zoning initiative, walkability enhancements, parking management and storefront beautification.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the criteria set forth in the DRI Guidelines.

- 1) Boundaries of the Downtown Neighborhood.** Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be compact and well-defined. Core neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment.

The boundary Downtown Hicksville is described as follows: Old Country Road (southern limit), Newbridge Road and Maple Place (western limit), LIRR Ronkonkoma Branch ROW (eastern limit) and the convergence of Newbridge Road and North Broadway (northern limit). The core district bound by the aforementioned roadways is a solidly commercial and light-industrial anchored by the LIRR Hicksville Station and Town of Oyster Bay Municipal Parking Garage. The downtown core district is roughly a quarter square mile and is accessed by various arterial roadways including Newbridge Road (NY 106), N/S Broadway (NY 107) , Old Country Road (County), West John Street (County), Jerusalem Avenue (County) and Duffy Avenue (TOBAY).

Attach color map clearly identifying areas within the defined downtown.

DOWNTOWN HICKSVILLE BOUNDARY MAP



- 2) **Size.** Outline why the downtown, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing, or increasing, population within easy reach for whom this would be the primary downtown. Describe how investments in your downtown could positively impact surrounding communities.

The entirety of downtown Hicksville is within a half-mile radius of the LIRR Hicksville Station. This gives Hicksville a competitive advantage with respect to TOD feasibility and marketability. The Hamlet itself is home to more than 41,000 residents and the commercial corridor that extends along NY Routes 106 and 107 includes Whole Foods and the Broadway Mall, both of which serve a market well beyond the Hamlet. The existing commercial tenancy coupled with robust transit service is a key attractor in incentivizing economic development and placemaking. The downtown's expanding office market, fueled by proximity to the LIRR and local highways provides additional opportunity for the reverse and/or intra-county commuters.

- 3) **Past Investments & Future Investment Potential.** Describe how this downtown will be able to capitalize on prior, and catalyze future, private and public investment in the neighborhood and its surrounding areas.

In an effort to improve an already heavily used and relied upon transportation asset, the LIRR committed \$100m in 2012 (recently increased to \$120m) to refurbish and upgrade the Hicksville Station. This investment led to an additional \$3m pledged by the Town of Oyster Bay for

surrounding streetscape beautification. In 2012, The Town of Oyster Bay was awarded a Brownfields Opportunity Area Step I designation for northwest Hicksville. The BOA study involved a comprehensive inventory and analysis of opportunities for redevelopment and revitalization of underperforming commercial and industrial land-uses. Collectively, these improvements have positioned downtown Hicksville as an emerging market for new mixed-use development.

Leveraged Resources: Public \$123,000,000.00 Private \$18,500,000
Prior NYS Funding/REDC Funding: Amount \$3,000,000
Please identify use(s) of prior funding Thought Box 1 - Hicksville (REDC 2011 Award)

- 4) Job Growth.** Describe how recent or impending job growth within, or in close proximity to, the downtown will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

Downtown Hicksville is strategically positioned to benefit from and contribute to the projected growth in healthcare, high-tech and educational industry sectors. The downtown's access to public transportation (LIRR and NICE Bus) will attract those entering the workforce locally and those that choose to work in the NY metro area but live on Long Island. Recently, New York Community Bancorp (NYCB) acquired two office buildings total more than 460,000 sf located at 100 and 102 Duffy Avenue, directly across from the LIRR station. NYCB plans on using a portion of the floorspace to house its back-office operations. Smaller retail/niche businesses in proximity to the LIRR will benefit from new multi-family housing and additional foot traffic.

- 5) Attractiveness of the Downtown.** Identify the properties or characteristics the downtown possesses that contribute or could contribute, if enhanced, to the attractiveness and livability of the downtown. Consider, for example, the presence of developable mixed-use spaces, housing at different levels of affordability and type, healthy and affordable food markets, walkability and bikeability, and public parks and gathering spaces.

Downtown Hicksville is a cultural melting-pot with a number of ethnic dining establishments, specialty food markets and cultural centers, all centered around the busiest LIRR station on Long Island. The physical layout of the downtown is highly conducive to infill redevelopment extending radially from the LIRR station. There are opportunities to connect existing neighborhoods to the downtown through walkability enhancements, public art/civic spaces and streetscape improvements. A key to the ongoing small business success in downtown Hicksville is the distinction that has been drawn between the Broadway Mall and downtown commercial markets. Hicksville embraces both the mega-retail hub and downtown mom-and-pop storefronts.

- 6) Policies to Enhance Quality of Life.** Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, complete streets plans, or transit-oriented development. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

In 2010, the Hicksville Chamber of Commerce, with support from many local stakeholders, put forth a "Downtown Hicksville Revitalization Action Plan" that calls for strategic investments in parking management, walkability improvements and retail façade rehabilitation to complement a suggested TOD overlay zoning district. The overlay district would allow and incentive the development of townhouses, mixed-use structures, multi-family housing, artist lofts and live-work units. The Action

Plan also memorializes local consensus and desire for a downtown farmers market, complete streets and additional cultural venues anchored by the LIRR station.

- 7) Local Support.** Set forth the local and community support that exists for the revitalization of this downtown and the commitment among local leaders and stakeholders to building and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a local DRI Planning Committee to oversee the plan.

Nassau County supports and stands ready to initiate revitalization efforts in Hicksville. Using the Chamber Action Plan as the framework, the next step in attracting TOD is adopting the recommended downtown zoning amendments. An expanded local commercial façade improvement program will also incentivize existing commercial property owners to buy-in to the revitalization effort. The County is ready to assist with implementing complete streets on West John Street and Old Country Road as well as collaborating with State DOT on walkability improvements to Routes 106 and 106. The County will also facilitate a parking management workshop to expedite implementation of parking improvements. County DPW will act as the initial local lead.

- 8) Other.** Provide any other information you feel would be relevant to help this committee to make an informed decision to nominate this downtown for a DRI award.

Transit accessibility and level of service is the quintessential element for successful TOD on Long Island. The coming of LIRR East Side Access, coupled with the potential for increased intra-island and reverse-peak commuting by way of the Third Track project will only increase Hicksville's ridership and transit profile. It is critical at this juncture that downtown Hicksville leverage these transit investments and anticipated population and employment growth by engaging in strategic policy and public placemaking improvements. DRI assistance will ultimately serve as a catalyst to finalize the planning effort, move zoning amendments and prepare key infill sites for private development.

- 9) Identify.** Current infrastructure challenges or other impediments facing downtown development initiatives.

Hicksville is served by adequate sewers and transportation infrastructure. It will be critical to coordinate with State DOT on pedestrian and traffic safety improvements along Routes 10 and 107. The County recently completed a streetscape project along West John St. that connects downtown Hicksville to Cantiague Park, one of the largest active recreation assets in Nassau County. Revitalization of downtown Hicksville will rely on the adoption of a market-acceptable overlay zoning district. The many successful examples of context sensitive mixed-use zoning ordinances throughout Nassau County will serve as a baseline for the Hicksville code. DRI assistance will initially be directed towards drafting and implementing the ordinance.

- 10) Describe.** How an existing downtown master plan (if it exists) could coordinate and optimize available resources through a revitalization initiative.

The 2010 "Downtown Hicksville Revitalization Action Plan" will serve as the coordinating framework for the initiative. The Action Plan sets forth a conceptual plan for the downtown and provides specific examples for multi-family housing, pedestrian/walkability improvements, parking management, open space and cultural asset development. The 2014 "Nassau County Infill

Redevelopment Feasibility Study" also documented the community's readiness and desire for transit-supported development. The County and the Town stand ready to coordinate action items to see that comprehensive revitalization is a reality in Hicksville.



Rotary Club of
Hicksville South
Service Above Self

76 North Broadway # 2004
Hicksville NY 11801
Phone: (516)-390-7847
Email: Rotary7255@aol.com

May 20, 2016

Ms. Cara Longworth
NYS ESD
150 Motor Parkway
Hauppauge, New York 11788

Dear **Ms. Longworth**:

On behalf of The Rotary Club of Hicksville South, I am writing to express our support for the Downtown Hicksville Revitalization Action Plan.

Our membership has been involved in the planning process to develop strategies to revitalize our downtown area into a safe, attractive, walkable, affordable and vibrant downtown. With a central location and a train station with the highest ridership in Nassau County, Hicksville has great potential to become the lively downtown, it once was.

We support Nassau County, the Town of Oyster Bay and the Hicksville Chamber of Commerce in their application for \$10 million in state funding for the Downtown Revitalization Initiative's to move the revitalization process forward.

We hope that you will provide funding for Hicksville which will go a long way to help our communities and the Downtown Revitalization Initiative's move forward.

Thank you.
With warm greetings,

Sincerely,

A handwritten signature in blue ink, appearing to read "Kamlesh C. Mehta".

Kamlesh C. Mehta
Charter President
District Governor – 2015/2016



Downtown Hicksville Revitalization Committee

May 16, 2016

Cara Longworth
Empire State Development
Long Island Regional Director
150 Motor Parkway
Hauppauge, New York 11788

Dear Ms. Longworth:

The Downtown Hicksville Revitalization Committee wishes to express its support for the Downtown Hicksville Revitalization Action Plan. Our committee members represent several civic associations residents and stakeholders in the community. Each member has had an integral part in the process to develop strategies to revitalize our downtown area into a safe, attractive, walkable, and vibrant downtown. With a central location and a train station with the highest ridership in Nassau County, Hicksville has great potential to become the lively downtown it once was.

We support Nassau County, the Town of Oyster Bay and the Hicksville Chamber of Commerce in their application for the Downtown Revitalization Initiative's \$10 million in state funding to help move the revitalization process forward. We hope that you will select Hicksville to receive the funding which will go a long way to help our downtown move forward.

Respectfully,

Lionel Chitty

Committee Chair



HICKSVILLE

CHAMBER OF COMMERCE

May 10, 2016

Cara Longworth
NYS ESD
150 Motor Parkway
Hauppauge, New York 11788

Dear Ms. Longworth:

The Hicksville Chamber of Commerce wishes to express our support for the Downtown Hicksville Revitalization Action Plan. Our membership has been involved in the planning process to develop strategies to revitalize our downtown area into a safe, attractive, walkable, and vibrant downtown. There has been talk about revitalizing the downtown Hicksville area since 1969 and we feel that the time has come for a plan to finally come to fruition. With a central location and a train station with the highest ridership in both Nassau and Suffolk Counties, Hicksville has great potential to become the lively downtown it once was.

We support Nassau County and the Town of Oyster Bay in their application for the Downtown Revitalization Initiative's \$10 million in state funding to help move the revitalization process forward. We hope that you will select Hicksville to receive the funding which will go a long way to help our downtown move forward.

Respectfully,

Lionel J. Chitty
President
Hicksville Chamber of Commerce
Mobile: (516)-840-4419



NORTHWEST CIVIC ASSOCIATION OF HICKSVILLE, INC.

POST OFFICE BOX 378 HICKSVILLE, NY 11802-0378

May 16, 2016

Cara Longworth
NYS ESD
150 Motor Parkway
Hauppauge, New York 11788

Joel R. Berse
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—
Mary Garone
First Vice President
—
Jeff Negon
Second Vice President
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Barbara Berse
Corresponding Secretary
—
Terri Carson
Recording Secretary
—
Subodh Batra
Treasurer
—
Jo-Ann Broska
Sergeant at Arms
—
Prabha Batra
Pat Gebhard
Trustees
—

Dear Ms. Longworth:

The Northwest Civic Association of Hicksville wishes to express our support for the Downtown Hicksville Revitalization Action Plan. Our membership has been involved in the planning process to develop strategies to revitalize our downtown area into a safe, attractive, walkable, and vibrant downtown. With a central location and a train station with the highest ridership on Long Island, Hicksville has great potential to become the lively downtown it once was.

We support Nassau County, the Town of Oyster Bay and the Hicksville Chamber of Commerce in their application for the Downtown Revitalization Initiative's \$10 million in state funding. We hope that you will select Hicksville to receive the funding that will help our downtown return to what it once was.

Thank you.

On behalf of our members,

Joel R. Berse
President



HICKSVILLE GARDENS CIVIC ASSOCIATION

P.O. Box 624

Hicksville, New York 11802

(516) 499-8207

Website: www.HGcivic.org

E-Mail: Info@HGcivic.org

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ARDIE ZOBIAN

April 28, 2016

Cara Longworth
NYS ESD
150 Motor Parkway
Hauppauge, New York 11788

Dear Ms. Longworth:

The Hicksville Gardens Civic Association wishes to express our support for the Downtown Hicksville Revitalization Action Plan. Our membership has been involved in the planning process to develop strategies to revitalize our downtown area into a safe, attractive, walkable, and vibrant downtown. With a central location and the second busiest train station on Long Island Hicksville has great potential to become the lively downtown it once was.

We support Nassau County, the Town of Oyster Bay and the Hicksville Chamber of Commerce in their application for the Downtown Revitalization Initiative's \$10 million in state funding to help move the revitalization process forward. We hope that you will select Hicksville to receive the funding which will go a long way to help our downtown move forward.

Thank you.

Sincerely,

Henry A Goessmann

President

Hicksville Gardens Civic Association

"To improve the quality of life for the Hicksville community by encouraging community awareness, participation and civic pride"